



Google Cash 3rd Edition

How To Earn Thousands Writing Google AdWords Part-Time

Part 3 of 6

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Approximate time to read this document: 28 minutes

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<http://googlecash.s3.amazonaws.com/streaming/GoogleCash-Part1.pdf>

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In Part 2, you learned a little bit about Affiliate Marketing and how the Google Cash method works. At the end of that section, we discussed the various affiliate networks and showed you how to get started setting up your own accounts with Clickbank and Commission Junction.

Today in Part 3, we'll continue that lesson by discussing how to select a lucrative affiliate program to ensure your campaign gets started on a solid foundation. Then, I'll dig into keywords, and how to do proper keyword research to find the most *profitable* keywords with very little to no competition, ensuring you have the greatest possible chance of making *massive* profit!

We'll start off with affiliate programs. There are literally tens-of-thousands of affiliate programs to choose from. Below I will give you 5 methods to find lucrative affiliate programs to join. Then, I will discuss 7 things to consider when trying to distinguish an excellent program from an average one.

5 Methods for Finding Lucrative Affiliate Programs

Method #1

One way to find potentially lucrative programs is to look at such Affiliate Program Providers as **Commission Junction (CJ)** and **Clickbank**.

CJ has a “**New Merchant**” area which lists merchants that recently joined and their commission rates.

If you look at the affiliate programs on Commission Junction, you'll see columns for “**EPC**” and “**Network Earnings**.” **EPC means earnings per hundred clicks**. So that means, how much commissions the merchant pays on average per 100 clicks of traffic.

Network Earnings is a measurement of the program's total payout to affiliates.

It might seem that a decision on which advertisers to choose should be based on either or both of these metrics, but I don't actually pay too much attention to them. Some of my best CJ campaigns are for merchants with low EPCs, probably because some websites are sending them

a bunch of untargeted traffic that does not convert well to sales, whereas my more *targeted* traffic converts better.

As far as Network Earnings, it doesn't matter what a company's total payout for commissions is, because you don't know how many affiliates it's being divided among. The only thing that's important from your point of view is how big a piece of it **you're** getting!

The only real item of interest is the conversion rate, which you won't know until you do the campaign.

REMEMBER!

$$\text{Conversion Rate} = \text{Number of Sales} / \text{Number of Clicks} \times 100$$

If 100 people click on your ad and 2 people buy then you have a 2% conversion rate.

The conversion rate depends on two things:

1. **Are there a number of neglected keywords you can find and bid on cheaply?** Look through the advertisers for one that's enough off the beaten path that the non-obvious keywords probably aren't taken. Check with keyword research tools like the *Google Adwords Keyword Suggestion Tool*, *Keywords Analyzer*, or *Wordtracker* (I discuss keyword research in Step #4).
2. **Can you write ads that are more compelling than the ones already there**—ads that will induce people to click on them rather than someone else's? This depends on creativity, persistence, and sometimes luck. Of course, if you have the niche all to yourself (an increasingly rare situation), it isn't as important as the first point.

Although keyword tools are essential, don't rely on them exclusively.

As Jeremy Wilson points out in *Adwords Chump to Champ*, **if everyone's using them, everyone will come up with the same results**. He says, “Do not limit yourself to the common keyword and research tools at your disposal. If you have an idea, go with it, even if you can't find any information supporting your theory. Take risks.”

Of course, the “risks” here aren't too serious—just an investment of time. It also helps to do a campaign on a product or service you know something about or are interested in, so you don't miss obvious things and will know about some of the neglected areas for keywords.

Brainstorm your interests and hobbies. Brainstorm things that you have been involved in throughout your life: businesses, clubs, hobbies, interests, etc.

Many of my most profitable campaigns are in little niches that most people have not even heard of. There are great profits to be made in the small specialized niches that not everyone knows about, but that have their own subculture, their own language (jargon), and their own following.

So in selecting an advertiser:

- **Do a Google search** to see if a lot of Adwords ads already appear for this company and/or its obvious keywords. If so, the campaign may not be worth pursuing, unless you can find a suitable niche.
- If there are few or no ads, **check the terms and conditions** of the advertiser's offer, to see if they prohibit search engine marketing or the use of their trademarks on search engines. Some major brands do this, so when you don't see any ads for them, don't get excited just yet.
- **Use a keyword search tool** (Google Adwords Keyword Suggestion Tool, Keywords Analyzer, or Wordtracker) to see approximately how many searches a month are done for the company and/or the keywords you intend to use. If the number is very low, the campaign may not be worth pursuing

Google Traffic Estimation can't always be relied upon.

If you go ahead with the campaign, keep in mind that when you set it up and click the “Estimate Traffic,” button for the keywords, the estimates can be way off. The traffic estimator is based on historical data. Google tech support says, “Please keep in mind that this tool only estimates traffic, and as such, may not return exact statistics”—which is an understatement.

In particular, don't worry if you get estimates of clicks per day that are “<.1” I will often add keywords with estimated traffic <.1, because the estimator is based on historical data. If you come across a new keyword that people aren't searching for yet but will in the future, that's *great!*

Clickbank is another Affiliate Program Provider to checkout. Clickbank has their Information Products organized by categories. You can look through the different categories and see the commissions each Merchant pays.

Note:

Information products and software are some of the best type of affiliate products because they have high profits. Many vendors will pay 50% commissions or more for selling their information product.

Below is a small list of some of the products with the highest commissions:

- Information Products – eBooks, online newsletters, membership websites, home-study courses, etc.
- Casinos – Online gambling, Sportsbooks, etc.
- Software Products
- Mortgages / Refinancing. Loan companies that pay per lead.
- Insurance – pay per lead.
- Dating and match making sites that pay per signup (pay per lead).
- Web Hosting
- Office Supplies
- There are many more ...

Method #2

Some affiliate programs have a much higher profit potential than others. These high profit programs are *easy* to find.

The **Google Adwords Keyword Tool** is a useful source when looking for high-profit affiliate programs.

While you search the keyword tool, **look for keywords with a very high CPC**. Because these keywords cost a lot, only sites who are making a lot of profit off of them can afford the higher click cost.

Find *profitable affiliate sites* and **mimic their ideas**. Remember, we are not building websites here, so this is simple and fast.

Let's walk through the process. First, go to Google, and do a search for the term *credit card*. Make a note of the Adwords that appear at the top and side of the screen (there are a lot of ads for this search term, so they should be easy to find).

Next, go to the **Google Adwords Keyword Tool** and do a search for *credit card*. The average CPC for *credit card* is around \$11.80 per click. As you can see in the Adwords on the Google search results, some of the people bidding on the keyword *credit card* are actually credit card companies and not affiliates. Don't waste your time looking at them.

Affiliates are who you want to mimic.

We want to focus on affiliates. These are going to be sites that compare various credit card offers. At the time of this writing, there are many of these type of sites that show up. **This Affiliate site must be making a lot of commissions if it can afford to bid up to \$11 or more on average**. Even if the results at the top aren't paying the full CPC price, with an \$11 average, you can safely assume they are still paying a pretty penny.

Visit any sites that look like they might have affiliate links, and check them out. You can often use their site as a reference to make your own landing page, using the same type of ads and affiliate links.

Here is another example:

Do a search for “web hosting” on Google. The top bid in the Google Adwords Keyword Tool at this time is \$12.02 for “web hosting”. Scroll down the list and you will see some web hosting comparison sites.

They must be making a lot of sales if they can afford this type of high-CPC pricing.

We can assume that they are making *at least* that much in profits per visitor.

I’m not suggesting that you pay \$12.00 per click, but only want to *show* you, two examples of how to locate affiliate sites with great profit potential.

One way to take this to a whole new level is to subscribe to Google Cash Detective.

This tool allows you to literally spy on and clone other people's already-proven-successful campaigns.

Useful Tip:

Use the ideas from this eBook to get visitors much more cheaply by using misspellings, new keyword combinations, etc. Bid on these keywords for only 5 cents per visitor. If you are making \$2.00 per visitor and paying only 5 cents per visitor – that is a great profit.

Once you have found a profitable affiliate site, such as the two explained above, **visit the site and click on its links**. Notice where it takes you. These are the *merchants*. Once you are on the merchant’s site look for the link that says “Affiliate Program” or something similar. Find the merchant that offers the *best* commissions and has the best program. Sign up with that merchant as an affiliate for free (It’s fast and easy). Many Merchants use CJ or one of the other Affiliate Program Providers. In that case, you just log in, find your Merchant on the Merchant list and apply for their program.

Method #3

Find a profitable niche in the USA that has not been fully exploited in the UK or Europe and setup your campaign for those countries. My eBay.de Campaign is an example of this. Since you are only writing ads it's easy to write in English and then use a free Internet translation service to translate it. (However, bear in mind - this is a computer translation, not a human translation. You will probably want to have a native speaker help finalize your foreign ad).

Targeting a specific country is also very easy.

You just select the country(ies) during your campaign setup in Google AdWords. I have ad campaigns running for UK, Germany, France, Canada, Australia, Spain, Japan and more.

Method #4

You can look for products or company names that are highly searched for yet do not have many websites or AdWords competing for them. Using the [Keywords Analyzer](#) for this is very helpful. It not only shows you how many times a word / phrase has been searched for, but also shows you how many Adwords Ads and how many Yahoo Search ads there are for that term. The Keywords Analyzer does cost some money, but it is definitely worth it. While you can use free tools to do roughly the same task, it takes longer.

This was very lightly touched on previously. To use this method manually, perform a regular Google search for your keyword, and note the Adwords ads that appear in the search results.

Next, look up the keyword using the Google Adwords Keyword Tool and take a note of how many searches the keyword gets.

Once you find a keyword that gets a lot of searches, but has few Adwords ads (or none at all) being displayed when you search for the keyword in Google – you know you have a winner.

For Example, type in *dog training*. Look for:

“Results 1 – 10 of about 22,900,000” for vitamins

That means that Google found 22,900,000 web pages about dog training. The larger the number, the more competition there is as far as competing websites.

Then look for any Adwords ads – at the time of writing this, there aren't a lot of Adwords ads being displayed for this subject.

Now, you won't want to do this on all of your keywords as it would be too time consuming. You are going to submit a long list of keywords (without bothering to research them) to Google AdWords and usually bid only 5 cents on each of them.

There's no need to research keywords as long as your CPC is set very low.

However, this research is a great way to assess what the competition is doing and to see if you have identified a winner (Like my eBay.de example on pg. 32. There were 693,999 searches for the keyword *ebay* in Germany, but no AdWords on Google).

Become familiar with these resources and what they can do for you. The Google Adwords Keyword Tool will tell you how often your term has been searched. Google.com will tell you how much competition there is for the words you entered. The **Keywords Analyzer** does a great job of both.

I am continually surprised by all of the overlooked Company and Product names, and keywords.

Useful Tip:

At the time of this writing , I used these tools and found that the following companies had a lot of demand (searches) but little exposure (AdWords): Circuit City, Hallmark, Target, Ebay, Amazon and others. I quickly joined their affiliate programs, setup Google AdWords Campaigns for each and have been earning nice commissions ever since.

Method #5

Another method I have successfully used for finding a lucrative Affiliate Program is researching “hot selling” items or products that are projected to sell well.

Current hot trends are often huge money-makers.

Read newspapers and magazines. Read the [“Lycos 50”](#), a daily report on Lycos.com. They talk about the top 50 keyword searches on Lycos and make predictions. Reading this page I found out about: Dragonball Z, Beyblades and Furreal Friends. Amazon sells much more than books online and they have a great affiliate program. I signed up quickly and without cost with Amazon and wrote several Google AdWords selling Dragonball Z merchandise, Beyblades, and Furreal Friends.

Here are the AdWords:

[Beyblades on Amazon](#)
Shop Beyblade toys,
games, books
and more on Amazon
(affiliate)
www.amazon.com
Interest: 

[Furreal Friends on Amazon](#)
Shop Furreal Kittens.
\$39.95 hard
to find. Get them now!
(affiliate)
www.amazon.com
Interest: 

The Lycos 50 webpage was right with their prediction that “Furreal Friends” (the stuffed kitten) would be a big seller over the Christmas season. I bought ads for 5 cents. I had great conversion rates and my ads sold hundreds of Furreal Friends, Beyblades, and Dragonball Z toys, videos, cards, etc.


These two little ads which took about 10 minutes to setup earned me around \$3,000 in commissions which Amazon directly deposited into my bank account.

Amazon also sells big ticket items - electronics, power tools, etc. I have several successful campaigns promoting Amazon's power tools.

[Buy Power Tools on Sale](#)

Free shipping! Huge selection. Easy online ordering. Amazon affiliate.

www.amazon.com

Interest: 

Study trends, and think about the future.

What technologies are emerging? What's changing and how?

Here are some useful, free tools that you can use to research Search Trends. I check these often while brainstorming for my next profitable Campaigns.

- [Lycos 50](#)
A daily report of the top 50 Lycos search terms and related trends. They do a great job predicting future trends.
- [Google Zeitgeist](#)
For breaking news and obscure information alike, people around the world search on Google at www.google.com. Through a bit of analysis, these searches often identify interesting trends, patterns, and surprises.

On a monthly, weekly, and sometimes daily basis, this Google Zeitgeist page is updated to reflect lists, graphs, and other tidbits of information that track Google user search behavior.

- [Wordtracker Free Keyword Report](#)
For the Weekly Top 500 search terms email report, click on the link above. Then, once on the Word Tracker site, on the right hand side of the page, click on "More Current Keywords." Then, also on the right hand side of the page, enter your email address and click on subscribe.

Wordtracker will then send you an email every week with the top 500 searched terms for the previous week.

- [Yahoo Buzz Index](#)

For a review of trends at Yahoo which provides frequency and change trends for a variety of Yahoo categories, check the Yahoo Buzz Index regularly.

- [Ask Jeeves IQ: Interesting Queries](#)

This tool lists the most popular search terms based on the millions of queries asked on Ask Jeeves each day. From consumer trends to breaking news, this report provides valuable insight into consumer needs, habits, trends and interests.

7 Things to Consider when Evaluating a Merchant to Promote:

1. The most important factor to consider is that you want the merchant's website to **convert visitors to buyers**. You don't want to send traffic to a website that has poor conversions.

Spend some time on the merchant's website. Pretend that you are interested in their product/s or service. Is their sales page compelling? Does it make you want to buy their product or signup?

Pretend as though you are going to purchase their product or signup for their service. Is it an easy process?

Useful Tip:

Make sure the merchant does not have a phone number prominently displayed all over the place, particularly on the order page, to get customers to order by phone. This can affect your commissions as in most cases, sales by phone are not tracked and credited to affiliates.

2. Look for affiliate programs that have a high pay rate for each sale. **It takes the same amount of effort to market a program with small commissions as it does to market**

one with large commissions. The higher the commission, the less traffic you will need to meet your revenue goals. Suppose, for example, you are promoting satellite dish sales and would like to earn \$1,000 a month. One company may pay you \$25 per sale and another \$50 per sale. For the first company you will have to make 40 sales to reach your goal. With the second, you will only need to make 20 sales.

3. Look for affiliate programs that offer unique products in a hot market.

4. See how often they send checks. Some affiliate programs send checks every two weeks while others, like Amazon, send checks quarterly.

5. You can increase your revenue potential with two-tier programs. This means that you can create an extra stream of income without doing anything. Two-tier programs reward you for referring other affiliates to the merchant as well as for customers. Every time you refer another affiliate and they join, they become a sub affiliate under you. You receive a percentage of their commissions. The sub affiliate still receives a full commission. It is the Merchant who pays the extra commission.

6. Look for merchants that offer lifetime commissions for anything the customer you referred buys from them in perpetuity. This is a nice feature, because then you can earn commission even years later from the same customer.

7. Look for merchants that offer recurring commissions, those that pay you every month. Membership websites are an example of this. When you bring them a customer, you are paid a commission for the signup. You are then also paid the same commission every month for the entire time that they remain a member.

Step #3: Join Affiliate Programs and get your Affiliate Link

You registered with the top Affiliate Program Providers in Step #1 (contained in Part 2 of this Google Cash series).

In Step #2, you identified lucrative affiliate programs and chose the ones that you considered best.

Now it's time to sign up with that program. Follow the link to their "Affiliate Program" page and follow the instructions.

If the company has its own Affiliate Program, just follow the instructions and join. Once you have registered and have a username and password, log in.

Look for something like: "Get Links". This will take you to a page where you can copy the link to their website with your Affiliate ID embedded in it. Simply highlight the link, for example: <http://www.qksrv.net/click-1234548-10280564>

Copy and paste your link into a text file. You can use notepad or word pad for this. Save your text file. You can find notepad in the start menu under accessories and word or note pad. Save the text file with your affiliate link in it with a name like lowcostlendinglink.txt. You do this so you will have your affiliate link for later use.

If the Merchant does not have their own Affiliate Program and instead uses an Affiliate Program Provider like Clickbank or CJ, they will have links on their site for you to Login or Join. If you've already joined, simply login. Otherwise, join now and then login.

Once you have logged in, the steps are the same as above. For example, in CJ, go to the "Get Links" area for that particular merchant. Copy and paste the URL link in to a text document. For example: <http://www.qksrv.net/click-1234548-10280564>

This is the link that you will later paste into your "Destination URL" field of your Google AdWords. This link has your affiliate ID in it.

Useful Tip:

When you go to "Get Links" in CJ.com and select a merchant by clicking on their "View Links" link. Select "Get HTML," and they give you a lot of html that you don't need, because they assume you are putting a banner or text link on a website. Here is what they gave me for LowCostLending.com:

```
<a href="http://www.qksrv.net/click-1234548-8129244" target="_top" >Great Rates with  
No Hassle? Click Here!</a>
```

Below is the only part that I am interested in. This is the part that I copied and pasted into the “Destination URL” field of my Google AdWords Ad. This link has my affiliate ID in it. *You copy everything in the first set of quotation marks that follows the <a href=* Notice my final link has the word *click* in it:

<http://www.qksrv.net/click-1234548-8129244>

CJ has a note saying that you need to include all of the html, but I have never had a problem, nor have I heard of anyone else having a problem omitting the “img src” part.

And, for the example above, for the Display URL of the Adwords Ad, I entered: www.lowcostlending.com I entered the affiliate link that I copied from the affiliate program into the Destination URL of my Adwords Ad.

Remember that your affiliate link is what you put into the Destination URL of your Adwords Ad.

When obtaining your affiliate link, think about where your visitor will end up when they click it.

You want them to end up at the page that describes the product or service that you are promoting and that has an option for the searcher to purchase or signup.

You don’t want to simply send them to the home page of the merchant. Because then, they have to navigate around to find the product or signup page, and most likely, they will not.

For most affiliate programs, you can create your affiliate link for any page on their website.

With CJ, as you are getting your HTML code, in the pop up window that opens, you will notice a field called “Destination URL.” If the affiliate link that is generated does not go to the specific page that you desire, you can alter the “Destination URL” field to the destination page on the merchant’s site that you think will convert your searcher most effectively. For example, this may be a page that specifically sells the product you are promoting instead of the home page for the merchant.

If you enter an alternative destination URL, click the “Update Link Code” button in the same pop up window, and your new affiliate link will lead to the destination on the merchant’s site that you have chosen.

An easy way to copy and paste an alternative destination URL in your CJ pop up window is as follows: In a separate browser window, navigate to the page on the merchant’s site where you want your visitor to end up. Copy the website’s URL from the browser’s address bar and paste it into the Destination URL field of the popup window. Then click the ‘Update’ button, and it will re-generate the html code.

You can then copy the necessary part of your new affiliate link and save it in a text file to be placed in your Adwords ad later. Check your affiliate link again to make sure it leads to the page that you have selected to send your searcher.

Step #4: Keyword Research

Here's how to build a list of relevant keywords.

In Step #2, you found lucrative Affiliate Programs to join.

In Step #3, you joined the program(s) and got the link to their site with your Affiliate ID in it.

Now you are going to do Keyword Research. **You are going to come up with numerous words and phrases that your Merchant’s customers might use when searching for the Merchant’s products or services.**

For example, imagine that you have identified a nutritional supplement company that gives good commissions. You’ve visited their web site and know that one of their products is vitamins.

First, brainstorm and try to think of every combination of words for which people might search. Also, think of different *forms* of the word.

For the vitamins example, don’t just stop at the phrase “buy vitamins.” Here are a few more phrases that people might use:

1. Buying vitamins
2. Buy vitamins online
3. Purchase vitamins
4. Vitamins for sale
5. Cheap vitamins
6. Discount vitamins
7. Order vitamins
8. Wholesale vitamins

The longer your list, the better.

The more keyword phrases you have, the more visitors you can attract, and the more money you can make.

You will find that many of the most popular keywords are over priced. Don't let that discourage you. You can attract click traffic for much less. Most advertisers think too narrowly, bidding only on the most popular words, which obviously will drive up the price. But, **with a little effort, you can identify hundreds of keywords that cost less than 10 cents per click.**

The key is in your keyword research. Find every combination of keywords that you can think of.

Let's consider the vitamin example. At the time of this writing, the minimum bid on Google for *vitamins* is \$2.05. That's a pricey keyword.

We want to expand our keyword search. Have a look at these keyword combinations:

- Vitamin sales
- Vitamin stores
- Vitamin sale
- Purchase vitamins
- Buying vitamins
- Buy vitamins with computer
- Discount vitamins

At the time of this writing...

All of the above keyword phrases are available for only five cents for the #1 position.

There are always keywords or keyword combinations that other people have missed. I have even managed to attract clicks at 5 cents per click for *mortgage* traffic, which is a **competitive** area for web traffic.

The trick is coming up with as many keywords and combinations as possible.

Tip:

- Try the plural versions of the keyword
- Try different verb forms – buy, buying, purchase, etc.
- Try combining two keywords into one without spaces, for example instead of buy vitamins try buyvitamins.
- Try synonyms, word substitutes, and the like.
- Include brand names and models of products sold.

Update! – A great place to find brand names and models of products is to checkout the top comparison shopping sites. They have thousands of product listings often categorized by manufacturer. By drilling down through the product listings by manufacturer you can create a keyword list of specific product names and models. This is a great strategy because the more specific your keywords the more targeted and likely to buy your traffic will be.

Top Shopping Sites:

<http://www.shopping.com>

<http://www.shopzilla.com>

<http://www.froogle.com>

Selecting your keywords

There are over 1 million words in the English language, so use as many as possible. Consider all of the searches a potential customer might attempt, and use those as the keyword phrases to guide them to your ad.

If you are promoting candles, do not limit your keywords to *candle, candles*, etc. Expand your territory to users searching for *interior design, lighting my home*, and/or *energy efficient light*.

Expanding your keywords may also stop bidding wars. The ad space for *candles* may be extremely saturated, which increases your cost per click and decreases your chances of being the ad that the searcher clicks.

A valuable technique to increase your keyword awareness is to **think like your customer**. What circumstances might bring someone to your ad about dog training collars? Don't limit yourself to: *dog training, dog collars, dog accessories*, and the like. Some off the beaten path searches may be:

- *my dog bit the neighbor*
- *how do I get my dog to stop jumping*
- *obedience school*

Someone looking for dog obedience school may see your ad and be compelled to give your training collar a try.

For maximum profit, be creative!

Remember, real customers in an everyday situation are using Google. Use the everyday terms and expressions they would use. Industry buzzwords are not only pricey, but also they limit your customers to those who use them. Expand your territory. Increase your market.

Look up your competitors' keywords to get ideas of some words you might have missed. Look at the websites of other Affiliates, your Merchant, and Competitors of your Merchant. Click on "View" in your Internet browser and then click on "Source." This shows you the HTML code

for their webpage. Look for the meta keywords near the top. For example, here are the keywords on REI.com's page:

```
<meta name="keywords" content="rei, rei.com, outdoor gear, camping, hiking gear, backpacking, back packs, climbing gear, skis, snowboards, snow boards, snow shoes, the north face, travel, outdoors, adventure, tents, stoves, water filters, sleeping bag, parka, camping equipment">
```

Spelling Mistakes

One Successful technique for keeping your cost per click low and profit margins high is using **Spelling Mistakes**. Find an Affiliate Program with high commissions. Then research keywords associated with the product. Make a list of the keywords that get the most traffic and check them with the [Keywords Analyzer](#) or [Wordtracker](#). You will find that these keywords are usually expensive – so experiment with them!

Look for common misspellings of the word. For example, I run some ads that go to REI – the online sporting goods store. The word *skis* costs 95 cents for the top spot, but the misspelling *skiis* only costs 5 cents for the #1 position, and it gets a lot of traffic every month. Spend some time searching, and you will find dozens of common misspellings for your target keywords.

Once you have found the misspelled target keywords and phrases you want to use, create an ad and bid **5 cents or less** for your keywords and phrases. **The end result is that you may pay very little for the click through and make a handsome profit.** Not bad for a few hours of work.

As illustrated through the misspelling examples above, it is possible to profit in the highly saturated, highly competitive areas by finding keywords, phrases, and misspellings that have been missed, ignored or unrealized.

Don't forget good old-fashioned brainstorming.

One good way to come up with keywords is to ask a bunch of different people. Ask your significant other, ask your friends, ask your parents or other family, ask your associates, **ask everybody**. Whenever I come in contact with someone that has a specific hobby or skill, I interview them.

I just ask them some words they would use when searching for a certain subject. It has uncovered tons of keywords in niches that I would never have thought of on my own. I'll have my mom and dad and sister and friends email me a list of every word or phrase they can think of.

I carry around a little notepad with me, and often I'll whip it out and start jotting things down, while talking to someone at the grocery store, or wherever. Also I like having the notepad with me because campaign ideas will often come to me at random times, and then I jot them down and can research them later.

Consider having a brainstorming party where you have a bunch of friends over and brainstorm with them and write everything down. Don't hold anything back. Put it all down on paper.

First, come up with as big as a list as you can. **Don't leave any keyword out.** Don't think about the keyword too much or if it is too general, etc. You can wean those out later.

Another way to come up with keywords is to make a list of **the top 200** or more sites within the industry you are promoting, sites that offer products similar to the product that you are advertising or sites that have information about the products you are advertising.

You can use all of the major search engines to make this list - Google, Yahoo, Msn, Yahoo Search, Altavista, Lycos, etc. Also you can use the Alexa toolbar to see related websites to the ones you are searching.

Create as big of a list as you can.

You can use the site URLs as keywords in your Google AdWords ads. Try it for the URL without the .com at the end. Also, try the URL with a space and then .com or with a space without the dot. Try all the permutations of the URL that you can think of. For example:

lowcostlending.com
lowcostlending com
lowcostleding .com
lowcostlending

Also, find and create lists of competitor's brand names and product names.

Try using keyword phrases without a space in the middle of the words. You can even use some 3 and 4 word phrases and run them together. Do this for the more popular keywords and the keywords that get the most traffic.

Also try making URL permutations out of your keywords that are not URLs. Sometimes people will type in the keyword they are looking for into Google as if it were a URL. For example, if your keyword phrase is: buy vitamins:

buyvitamins.com
buyvitamins .com
buyvitamins com
buyvitamins

Here are some tools you can use to help with your Keyword Research:

Type in the individual words from your brainstorming session into the tools later on in this book. These tools will show you how many times the keywords were searched for and all of the various word combinations with that word in it that were searched. Some also offer new word combinations.

You will want to create a **Master Keyword List**, which is simply a text file that has each keyword on one line.

As you are doing your keyword research, add pertinent words to your master keyword list by copying and pasting them from the tool to your list. Make a long list.

Within your master keyword list, you should group your keywords into relevant groups.

In the vitamin example, part of your listing might be as follows:

buy vitamins
buying vitamins
buy vitamins online
purchase vitamins
purchase vitamins online

discount vitamins
cheap vitamins
vitamins for cheap
discount vitamin store

As you can see, the keywords related to “buying” and “purchasing” vitamins have been grouped together and the keywords related to “cheap” and “discount” vitamins have been grouped together.

Later, this will be useful when you create your ads. You will take these keyword groupings and write an ad for each group of keywords which will be put into separate Ad Groups in your Google AdWords Campaign.

Don't worry if this is a bit confusing. I cover how to create your ads and properly setup your AdWords campaigns in the remaining sections of this book.

What's important at this stage is to keep your keywords categorized for easy reference when you create your ads.

Keyword Research Tools:

1. [Google AdWords Keyword Tool](#)

This is the most important free tool in your arsenal.

The keyword tool is designed to help you get new keyword ideas – but it provides valuable information, such as average monthly search volume, up-to-date cost-per-click rates, estimated ad position, and so on. This is usually the place to start when doing your keyword research.

2. [Google Sets](#)

Though still in its infancy, “Google Sets” is a useful keyword research tool. For example, imagine you are researching keywords for a Jewelry Merchant. You enter 3 keywords such as: ring, diamond, and necklace. Google then finds more relevant keywords. In this example Google Sets returned a long list including: bracelet, pendant, pearl, pin, gold, platinum, etc.

Enter some keywords of your own and add any new relevant keywords to your master keyword list.

3. [The Keywords Analyzer](#)

In my opinion Keywords Analyzer is the best overall keyword research tool available. It does cost some money though. But it is well worth it.

Keywords Analyzer is a great tool that saves a lot of time and really helps to identify niche markets that have little competition.

Here is how it works. You enter a keyword into Keywords Analyzer.

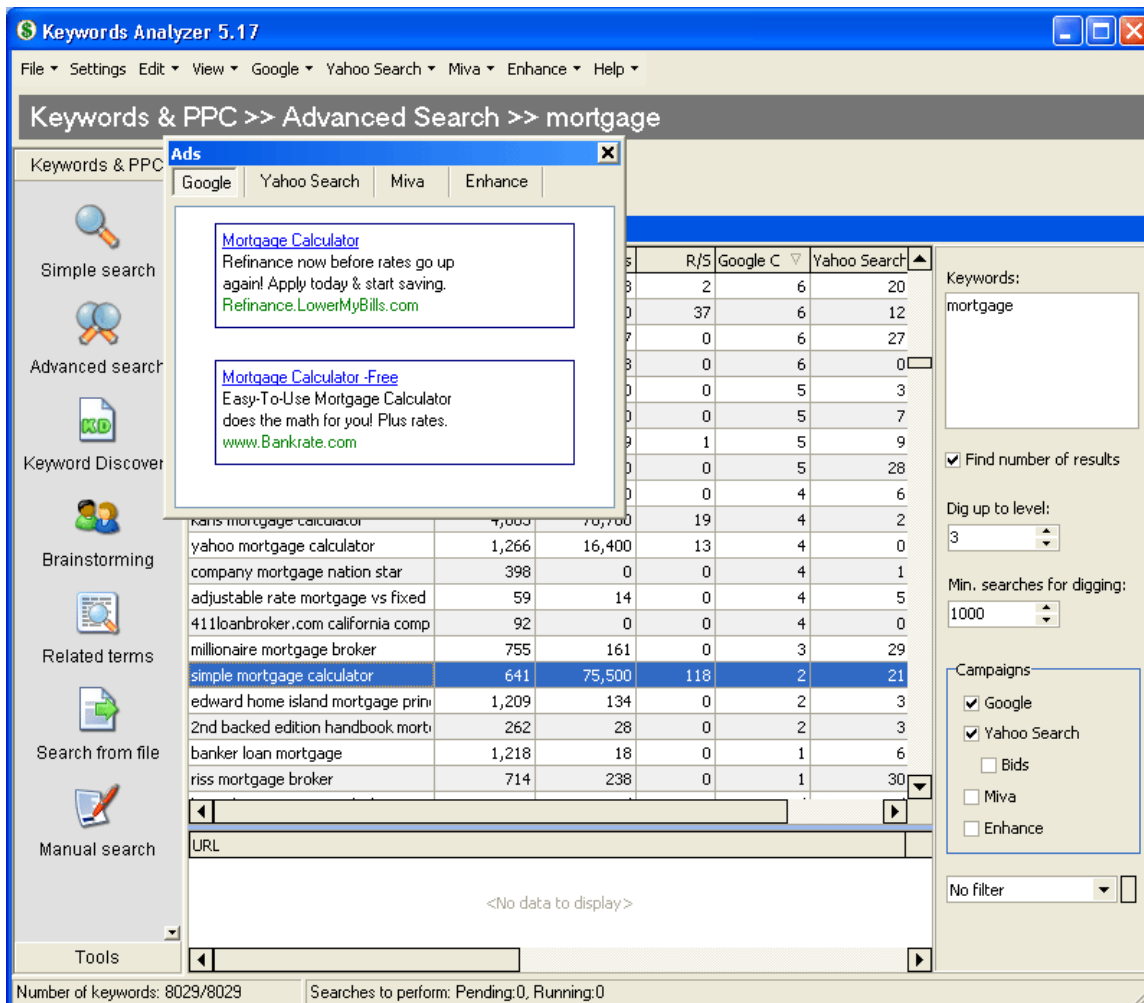
It automatically shows you:

- (1) A comprehensive list of all **related** keyword phrases!
- (2) The **number of searches** that were conducted throughout the previous month for **each keyword phrase!**
- (3) The number of advertising campaigns that currently exist - **for Google Adwords, Yahoo Search, Miva and Enhance.**

- (4) "Supply and demand" by giving you the ratio between the number of any given keyword search and the number of related websites.

You can use Keywords Analyzer to identify high traffic search terms that no one is buying Google Adwords for. Another use for the tool is to identify niches that are just too competitive to enter.

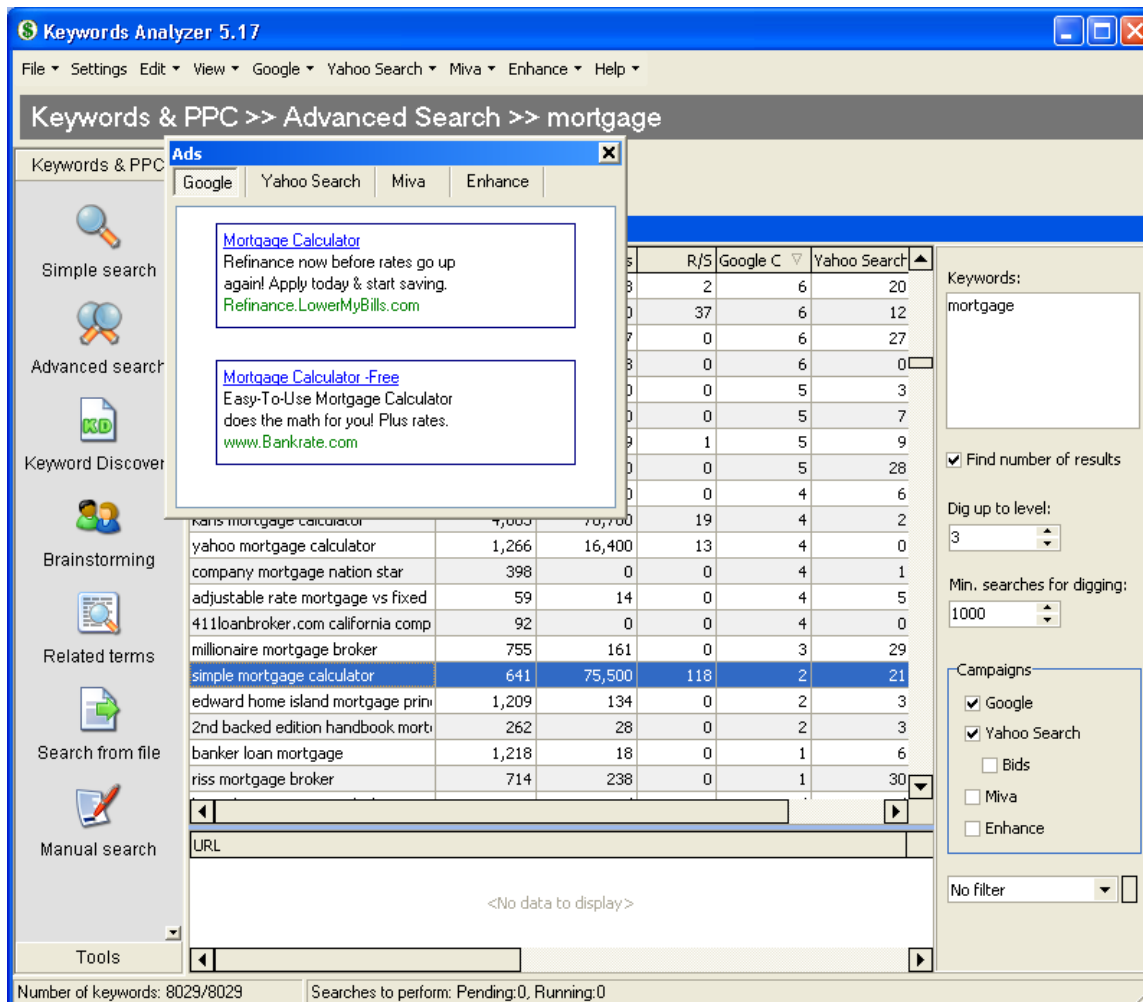
See the screenshot below. I entered the keyword: *mortgage*.



Keywords Analyzer shows that for the keyword *mortgage* there are 39 Yahoo Search Campaigns and 20 Google Campaigns. **Now that is just way too many.**

But I can fire up Keywords Analyzer, and if I use Advanced search I will get thousands of Keywords. I can now start looking for the underserved niches.

This Advanced search for mortgage produced 8029 results. Then all I have to do is sort the Google column by pressing the tab and it will sort those keywords according to how many campaigns there are, which makes identifying the underexposed keywords simple and quick.



As I scroll down the list I see: *simple mortgage calculator* only has 2 Google Campaigns. This looks like an opportunity to promote a mortgage companies affiliate program using AdWords for the keyword: *simple mortgage calculator*.

I recommend Keywords Analyzer because:

- It works **fast** and displays results that are **very easy to understand**.
- **It instantly identifies underdeveloped niches, and search terms worth building campaigns around.**
- The results can be saved in a variety of ways, including as a spreadsheet.
- It is low cost.
- It really saves a lot of time.

You can read more about Keywords Analyzer and get it here:

<http://www.affiliatejackpot.com/ka>

4. [Webmaster Toolkit – Keyword Research Tool](#)

This tool allows you to enter a keyword and specify a search engine. It suggests alternative keyword phrases.

5. [Wordtracker](#)

Wordtracker is a great tool for developing large keyword lists. Of all of the keyword research tools, Wordtracker gives you the most comprehensive results. Their service is a little pricey. You can, however, get a free trial. [Click Here](#) or look for the Wordtracker link on the resource website.

Wordtracker compiles a database of terms and expressions that people use while searching. When you enter keywords, Wordtracker tells you how often people search for them. Wordtracker will also tell you how many competing sites use those keywords.

Wordtracker also helps you identify all keyword combinations in their database that bear any relation to your business or service - many of which you may never have considered.

I mainly use the free tools mentioned above plus the Keyword Analyzer for keyword research. Occasionally when I want to dig even deeper, then I will use Wordtracker to find even more keywords.

Google Cash Part 3 Conclusion

At this point, you should have a bit of a grasp on how proper keyword gathering is conducted. The most important thing to remember at this point is that there's still a lot of details that have yet to be covered, **so don't worry if you don't fully understand everything!** There's still a **lot** more to come in this powerful series, and it's important to take in as much information as you can – because these techniques are powerful enough to change lives.

Check your email tomorrow for part 4 of this series, which will discuss the previously mystical process of writing super-powerful **Adwords ads that get tons of clicks!** This is something you do **not** want to miss!